

**SYSTEM AND METHOD FOR SELLING GOODS TO CUSTOMERS  
OF A PUBLIC FACILITY**

**ABSTRACT OF THE DISCLOSURE**

A system and method for selling goods to customers attending events at a public facility. Customers gain access to the facility using electronic tickets stored on virtual ticket devices. Access terminals provide the virtual ticket devices with a way to communicate with the electronic ticket control system of the public facility to, among other things, gain access to the public facility using their electronic tickets. When the electronic ticket control system detects that a virtual ticket device is in the public-facility area, it causes a message relating to a possible sale of goods to be generated and transmitted to the virtual ticket device.

When a customer affirmatively responds, the sale is concluded and the goods are delivered. A record of the transaction may be kept on the electronic ticket control system database for reference when generating future sales-related messages.